

## Asia Pacific Sales Conference & Training School 2007

# A conference of firsts

“Sawasdee ka” – The melodious voices of the Thais greeted us as we entered the beautiful Dusit Resort in Thailand, for Elster’s 4th Asia Pacific Sales Conference and Training School.

All our agents and distributors had gathered again, together with the factory and management teams from Elster to discuss strategies for the future. Although it was the 4th conference, it was also one of many “firsts”. As a first-time organiser and participant of the event, I was excited to have this opportunity to meet all the faces behind the e-mails and phone calls.

Delegates networked whilst making merry, and enjoyed a typical outdoor Thai barbeque buffet.

The gala dinner on the last night was the highlight of the conference. The hall was beautifully decorated and filled with sounds of merriment. Amidst lucky draws and prize-giving, even our newly crowned “Friend of Asia”, Mr. Paul



Day 1 was relaxing for most, with presentations from the Elster management team and product managers, but I spent it frantically memorising the names and faces of more than 80 participants. Day 2 started with a team building competition, and it was good to see everyone having fun and working well together to complete each task, regardless of their position in the company. I kept the competition results, which would be revealed at the end of the conference. Over the next few days, I was often asked “Our team won, didn’t it?”

For the rest of the conference the management teams went through strategies, sales plans and forecasts, while the engineers underwent product training for many of Elster’s products. Then the trainees sat a test to determine who would win the prestigious Best Trainee Award for this year.

It wasn’t all work and no play though. When night fell, the festivities began!

Webster (Elster Metering Ltd), graced us with a little song. There was also an awards ceremony for the trainees, and one of our very own staff, Ang Ching Teck (Malaysia office), received the Best Trainee Award. This was the first time an Elster employee had won the award, which he did by scoring a record-breaking 67 out of 70! Well done, Ching Teck!

This conference also marked the first time all of us – staff, agents and distributors alike – came together under the new Elster brand name, and we took the opportunity to honour the agents and distributors who had supported the company throughout all these years.

All in all, this conference was a celebration of camaraderie and team spirit, and we are certainly looking forward to the 5th Asia Pacific Sales Conference & Training School. Hope to see you there!

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